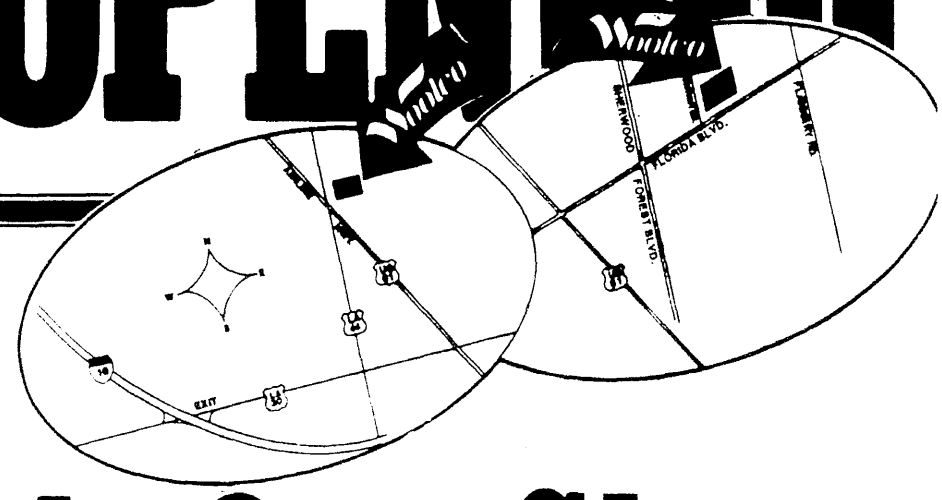
We want to be your favorite store

Woolco

GRAND OPENING



Wednesday

AUGUST 1st At 9am Sharp

2 GREAT NEW FAMILY DEPARTMENT STORES OPEN AT

12191 FLORIDA BLVD
Baton Rouge, Louisiana

1414 AIRLINE HIGHWAY
Gonzales, Louisiana

there's more to Woolco than just the best prices around

Check the big selections of nationally famous brands.

Armstrong · Glidden · IDEAL · Sunbeam · Corning Ware · Polaroid · STP · Winchester · Eureka · Samsonite · Garcia · Ortho · Zenith · Evenflo · Purolator · Milton Bradley · Wilson · Minolta · Mirro Aluminum · Pampers · Whirlpool · Kiwi · Hoover · West Bend · Rival · Westinghouse · Philco · Osterizer · Aurora · Kodak · MacGregor · GAF · Presto · Sylvania · Eveready · Waring · Black & Decker · Commodore · Proctor-Silex · Coleman · Mattel · Hamilton Beach · Revere Ware · RCA · Clairol · Schick · DuPont · Champion · Shakespeare · MGM · Daisy · Talon · Panasonic · Remington · Simmiz · Regina · Turtle Wax

"CHARGE IT"

WOOLCO IS FASHION
Great what's-new-now selections for men, women and children.

WOOLCO IS APPLIANCES
Nationally famous brands of popular work and energy savers.

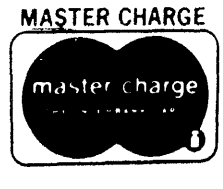
WOOLCO IS ENTERTAINMENT
An enormous range of records, tapes, stereos and televisions.

WOOLCO IS SPORTING GOODS
All the equipment needed for your action-filled sporting life.

WOOLCO IS HOUSEWARES
A homemaker's dream-place where value and choice combine ... every day.

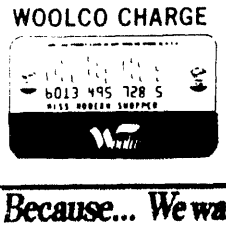
WOOLCO IS ALL THIS AND MORE... AN EXCITING NEW ADVENTURE IN ONE-STOP DISCOUNT SHOPPING FOR LONG ISLAND.

MASTER CHARGE



BANK AMERICARD

WOOLCO CHARGE



CONVENIENT LAY-A-WAY PLAN

there's more to Woolco than just the best prices around

check these features:

- WOOLCO'S SELECTION... ONE THAT ONLY A FULL LINE DEPARTMENT STORE CAN OFFER
- WOOLCO'S HARD-TO-BEAT DISCOUNT PRICES ON QUALITY MERCHANDISE
- WOOLCO'S TREMENDOUS COAST-TO-COAST BUYING POWER
- WOOLCO'S BIG SELECTION OF NATIONALLY FAMOUS BRANDS
- WOOLCO'S FAMOUS SATISFACTION GUARANTEED POLICY
- WOOLCO'S RAIN CHECK ADVERTISING POLICY
- WOOLCO MAKES IT EASY-TO-SHOP WITH 6 WAYS TO BUY
- WOOLCO IS ALL THIS AND MORE

Woolco

Because... We want to be your favorite store

WOOLCO MAKES IT EASY TO SHOP

- Convenient Time - Payment
- Convenient Lay-Away Plan

12191 Florida Blvd.
Baton Rouge, Louisiana

1414 Airline Highway
Gonzales, Louisiana

BUY WITH CONFIDENCE!
SATISFACTION GUARANTEED!
REPLACEMENT OR MONEY CLEARLY REFUNDED